



**Burger King Restaurants of Canada Inc.  
Canadian Children's Food and Beverage Advertising Initiative  
Commitment**

**Entity Covered by Commitment:** Burger King Restaurants of Canada Inc.  
401 The West Mall, Suite #700  
Etobicoke, Ontario  
M9C 5J4

**Name of individual(s) responsible for Overall implementation of the Commitment:**

Jason Keown, Senior Director of Marketing  
Sherry McFarlane, Senior Manager, Promotions, Partnerships & Youth Marketing

**Brand/Product Line Covered by Commitment:** BURGER KING® food and beverages.

BURGER KING® restaurants in Canada, for more than 39 years, have been serving menu offerings that represent quality, value, and taste. Our heritage stems from our long-standing HAVE IT YOUR WAY® brand promise, which gives customers in BURGER KING® restaurants the opportunity to customize their menu choices to meet their individual tastes, preferences, and lifestyles. We remain committed to offering a variety of food and beverage products that will make it easy for us to fulfill our HAVE IT YOUR® way brand promise to our customers. To that end, we will use product innovation as a vehicle to develop more menu options that promote a balanced diet. Through our Commitment to the Canadian Children's Food and Beverage Advertising Initiative, we will communicate messages about our new and existing food and beverage products to help promote a balanced diet, and active lifestyle choices among our younger customers.

Food & beverage options available to BURGER KING® guests currently include a side salad or applesauce in place of fries and milk, juice or bottled water in place of a soft drink. We've also expanded our Kids Meal entrée selection to include a KRAFT DINNER Macaroni & Cheese option.

To assist our customers with making good dietary choices, nutritional information is available on the back of our tray liners, by request from a BK® crew member or on our website located at [www.burgerking.ca](http://www.burgerking.ca).

Burger King Restaurants of Canada, Inc. may amend our commitment from time to time based on changes to business practices & policies. Any changes to our commitment will be made in consultation with ASC.

## **OUR COMMITMENT:**

### ➤ **Advertising Commitment:**

- **National Television Advertising<sup>1</sup>:** One hundred percent (100%) of National Television Advertising primarily directed to children under 12 years old<sup>2</sup> will feature only Kids Meals<sup>3</sup> that meet the Burger King Restaurants of Canada, Inc. Nutrition Criteria<sup>4</sup>.
- **National Radio Advertising<sup>5</sup>:** Burger King Restaurants of Canada, Inc. generally does not use radio as a part of its advertising primarily directed to children under 12. The foregoing notwithstanding, in the event that Burger King Restaurants of Canada, Inc. were to use National Radio Advertising as a part of its advertising primarily directed to children under 12, one hundred percent (100%) of its National Radio Advertising primarily directed to children under 12 years old will feature only Kids Meals that meet the Burger King Restaurants of Canada Inc. Nutrition Criteria.
- **National Print Advertising<sup>6</sup>:** Burger King Restaurants of Canada, Inc. generally does not use print media as a part of its advertising primarily directed to children under 12. The foregoing notwithstanding, in the event that Burger King Restaurants of Canada, Inc. were to use National Print Advertising, one hundred percent (100%) of National Print Advertising primarily directed to children under 12 years old will feature only Kids Meals that meet the Burger King Restaurant of Canada, Inc. Nutrition Criteria.

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<sup>1</sup> “National Television Advertising” shall include any television commercial message paid for and approved by Burger King Restaurants of Canada Inc. and its affiliates that is disseminated to all or substantially all of Canada and measured in Gross Rating Points at the time the advertising is purchased.

<sup>2</sup> “Advertising primarily directed to children under 12 years old” means: (1) Media purchased according to Nielsen ratings for audiences under 12 for television and radio and media purchased according to Comscore Media Metrix standard demographics for audiences under 12 for internet; or (2) media purchased for any program or website where the audience generally consists of 30% or more children under the age of 12 years.

<sup>3</sup> “Kids Meals” are specifically defined on page 6 of this Commitment.

<sup>4</sup> “Burger King Restaurants of Canada, Inc. Nutrition Criteria” is specifically defined on page 4 of this Commitment.

<sup>5</sup> “National Radio Advertising” shall include any radio commercial message paid for and approved by Burger King Restaurants of Canada, Inc. that is disseminated to all or substantially all of Canada and measured in Gross Rating Points at the time the advertising is purchased.

<sup>6</sup> “National Print Advertising” shall include any print commercial message paid for and approved by Burger King Restaurant of Canada, Inc. and its affiliates that is disseminated to all or substantially all of Canada and measured in impressions at the time the advertising is purchased.

- **National Internet Advertising<sup>7</sup>**: Burger King Restaurants of Canada, Inc. generally does not use third party internet media as a part of its advertising primarily directed to children under 12. The foregoing notwithstanding, in the event that Burger King Restaurants of Canada, Inc. were to use third party internet websites as a part of its internet advertising to children under 12, one hundred percent (100%) of its advertising primarily directed to children under 12 years old on third party Internet websites will feature only Kids Meals that meet the Burger King Restaurant of Canada, Inc. Nutrition Criteria.
- In addition, all food pages of our company-owned websites that are primarily directed to children under 12 years old will be for Kids Meals that meet the Burger King Restaurants of Canada Nutrition Criteria and/or Healthy Lifestyle Messages<sup>8</sup>.

National Television Advertising, National Radio Advertising, National Print Advertising and National Internet Advertising shall hereinafter be collectively referred to as our “National Advertising.” National Advertising does not include Point of Sale materials (i.e., menu boards, tray liners, signage, packaging, tent cards, etc.), toy packaging, or in-restaurant Kids permanent merchandising units.

➤ **Supporting Data for the Advertised Kids Meals**

We will continue to develop menu options to meet the Burger King Restaurants of Canada, Inc Nutrition Criteria outlined below and more specifically on **Appendix A**. The Kids Meals we advertise as of the implementation date of our Advertising Commitment will meet the Burger King Restaurants of Canada, Inc. Nutrition Criteria.

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<sup>7</sup> “National Internet Advertising” shall include any internet commercial message paid for and approved by Burger King Restaurants of Canada, Inc. that is disseminated to all or substantially all of Canada, on a “.ca” url.

<sup>8</sup> “Healthy Lifestyle Messages” shall prominently include healthy lifestyle messages designed to appeal to children, including messages that: encourage physical activity, encourage good dietary habits, consistent with established scientific and/or government standards, focus on portion controlled options; appeal to children under the Long Live Kids! Social marketing initiative to eat smart, move more and be media wise, and/or promote government healthy active living initiatives.

- **Burger King Restaurants of Canada, Inc. Nutrition Criteria:**

We will honour our Advertisement Commitment using the following Burger King Restaurants of Canada, Inc. Nutrition Criteria:

The Kids Meal (consisting of an entrée, side dish and beverage) advertised in our National Advertising will provide, in total:

- No more than 560 calories per meal;
- Less than 30 percent of calories from fat;
- Less than 10 percent of calories from saturated fat;
- Less than 5% of total fat as trans fat; and
- No more than 10 percent of calories from added sugars.

The scientific and/or governmental standard(s) on which the Burger King Restaurants of Canada, Inc. Nutrition Criteria is based is set forth on **Appendix A**.

- **Implementation Schedule:** The Advertising Commitment will go into effect no later than December 31, 2008

➤ **Use of Licensed Characters Commitment:**

- We will limit the use of third-party licensed characters in 100% of our National Advertising primarily directed to children under 12 years old to the promotion of Kids Meals that meet the Burger King Restaurants of Canada, Inc. Nutrition Criteria.<sup>9</sup>
- **Implementation Schedule:** The Use of Licensed Characters Commitment will go into effect no later than December 31, 2008

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<sup>9</sup> Pursuant to the core principles set out in the Canadian Children's Food and Beverage Advertising Initiative, the above commitment does not apply to (i) the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12; and (ii) the use of company-owned characters.

➤ **Product Placement Commitment:**

- We do not generally use product placement in programming directed to children under 12. Notwithstanding the foregoing, we commit to not pay for, or actively seek the placement of BURGER KING® food or beverage products in programs/editorial content of any medium in Canada primarily directed to children under 12 years old.<sup>10</sup>
- **Implementation Schedule:** The Product Placement Commitment will go into effect no later than December 31, 2008.

➤ **Interactive Games Commitment:**

- We will not approve, pay for or actively seek the placement of BURGER KING® food or beverage products in any of our own and/or any third party interactive game in Canada primarily directed to children under 12 years old unless such food and beverage products are Kids Meals that meet the Burger King Restaurants of Canada, Inc. Nutrition Criteria<sup>11</sup>.
- **Implementation Schedule:** The Interactive Games Commitment will go into effect no later than December 31, 2008.

➤ **Advertising in Schools Commitment:**

- We will not advertise our food or beverage products in elementary schools.<sup>12</sup>
- **Implementation Schedule:** The Advertising in Schools Commitment will go into effect no later than December 31, 2008.

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<sup>10</sup> The foregoing commitment does not apply to any local product placement activities engaged in by independent franchisees of Burger King Restaurants of Canada, Inc.

<sup>11</sup> The foregoing commitment does not apply to any local activity engaged in by independent franchisees of Burger King Restaurants of Canada, Inc.

<sup>12</sup> The foregoing commitment does not apply to any local activity engaged in by independent franchisees of Burger King Restaurants of Canada, Inc. Further, pursuant to the core principles set out in the Canadian Children's Food and Beverage Advertising Initiative, the above commitment does not apply to displays of food and beverage products, charitable/not for profit activities including fundraising, public service messaging, or items provided to school administrators for educational programs.

## Appendix A

### Supporting Data for The Burger King Restaurants of Canada, Inc. Nutrition Criteria

#### Overview

As part of our Commitment to the Canadian Children's Food and Beverage Advertising Initiative, 100% of our National Advertising primarily directed to children under 12 years old will be restricted to Kids Meals that meet nutrition criteria that promote responsible meal portion sizes and limit total fat, saturated fat, added trans fat, and added sugars.

The Burger King Restaurants of Canada, Inc. Nutrition Criteria for nationally advertised Kids Meals are based on Canada's Food Guide<sup>13</sup>, Health Canada's Estimated Energy Requirements Tables and Health Canada's Dietary Reference Intake Tables. The Dietary Reference intakes Reference Values for Macronutrients tables<sup>14</sup> located on the Health Canada website are the primary basis for the criteria, as demonstrated below.

Specifically, the kids' meals consisting of an entrée, side dish and beverage (each a "Kids Meal" and collectively "Kids Meals") advertised in our National Advertising will provide, in total:

- No more than 560 calories per meal;
- Less than 30 percent of calories from fat;
- Less than 10 percent of calories from saturated fat;
- Less than 5% of total fat as trans fat; and
- No more than 10 percent of calories from added sugars.

We will consult with Advertising Standards Canada about any additional Kids Meals we intend to advertise as part of this Commitment above and beyond the Kids Meals included below.

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<sup>13</sup> Canada's Food Guide: Health Canada [www.healthcanada.gc.ca/foodguide](http://www.healthcanada.gc.ca/foodguide)

<sup>14</sup> Dietary reference intakes: [www.hc-sc.gc.ca/fn-an/nutrition/reference/index-eng.php](http://www.hc-sc.gc.ca/fn-an/nutrition/reference/index-eng.php)

### **Support for Nutrition Criteria**

The Burger King Restaurants of Canada, Inc. Nutrition Criteria are based on Canada's Food Guide, Health Canada's Estimated Energy Requirements Tables and Dietary Reference intakes Reference Values for Macronutrients tables located on the Health Canada website

- **The advertised Kids Meal will provide no more than 560 calories.**
  - Canada's Food Guide provides guidance on total calorie intake levels for various gender and age groups at three different levels of physical activity: sedentary, low active, and active.
  - Canada's Food Guide recommends a range of 1,200 – 1,800 calories per day for children ages 4 – 7 and a range of 1,400 – 2,600 calories for children ages 8 – 13. The ranges within the age groups are based on gender and physical activity levels.
  - Burger King Restaurants of Canada, Inc. determined 1725 calories to be the recommended average total daily caloric intake for children ages 4 – 7 and 8 – 13, based on the recommendations for sedentary to low active lifestyle levels, which range from 1,200 – 2250:
    - Sedentary 4-7 year olds: 1,200-1,400
    - Low Active 4-7 year olds: 1350-1600
    - Sedentary 8-13 year olds: 1,400-1,900
    - Low Active 8-13 year olds: 1600-2250

While Burger King Restaurants of Canada, Inc. supports higher activity levels, the sedentary to low active lifestyle level was selected based on the Active Healthy Kids Canada report of 2008. This report gave an overall grade of “D” for an average of all indicators of physical activity in Canada's youth and an “F” for actual physical activity levels. The reports analysis is: “Canadian children and youth have a sedentary lifestyle.”<sup>15</sup>

- By limiting the total calories in the advertised Kids Meal to 560 calories, this ensures that the meal does not contribute more than 1/3 of the 1725 calorie average that children should consume in a day and meets with the nutrition initiatives of Burger King Restaurants of Canada, Inc.

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<sup>15</sup> Active Healthy Kids Canada 2008 report: [www.activehealthykids.ca](http://www.activehealthykids.ca)

- **The Nationally Advertised Kids Meal will provide less than 30% of calories from fat.**
  - Health Canada recommends a fat intake of 20 to 35 percent of calories for children and adolescents 4 – 18 years of age.
  - By limiting the total fat of the advertised Kids Meal to less than 30 percent of total calories, this ensures that the advertised Kids Meal meets the recommendations of Health Canada and the Heart and Stroke Foundation of Canada.
  
- **The Nationally Advertised Kids Meal will provide less than 10% of calories from saturated fat.**
  - Health Canada recommends keeping saturated fat intake below 10 percent of total calorie intake.
  - By limiting the saturated fat of the advertised Kids Meal to less than 10 percent of total calories, this ensures that the meal is consistent with the recommendations of Health Canada and the Heart and Stroke Foundation of Canada.
  
- **The Nationally Advertised Kids Meal will provide less than 5% of total fat as trans fat.**
  - Canada's Food Guide recommends limiting intake of *trans* fat, recognizing that some trans fats are naturally occurring and often present, at low levels, in nutrient dense foods such as animal products, but does not provide a specific maximum intake level for *trans* fats. Likewise, the Heart and Stroke Foundation of Canada, recommends diets low in trans fats.<sup>16</sup>
  - The provision that less than 5% of total fat as trans fat will be included in the advertised Kids Meal is consistent with Health Canada's recommendations.
  
- **The Nationally Advertised Kids Meal will provide no more than 10% of calories from added sugars.**
  - Health Canada recommends choosing food and beverages with little added sugars or caloric sweeteners, by limiting to no more than 25% of energy intake.

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<sup>16</sup> Heart and Stroke Foundation of Canada Position statement on Trans Fatty Acids and Heart Disease and Stroke and dietary fat and cholesterol guide: [www.heartandstroke.ca](http://www.heartandstroke.ca)

- By limiting the added sugar of the advertised Kids Meal to no more than 10 percent of total calories, this ensures that the meal is consistent with both the Canadian Food Guide and the Dietary Reference Intakes.

### **Sample Advertised Meals**

The following charts give examples of the nutritional values of two Kids Meals<sup>17</sup> we will feature in our National Advertising materials.

#### **KIDS MEAL #1: HAMBURGER, MOTT'S FRUITSATIONS FRUIT WITH CALCIUM AND MINUTE MAID APPLE JUICE**

Main Dish item:	Serving Size (g)	Calories	Fat (g)	Trans fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)
Hamburger	130	310	12	.5	4.5	6	530
Mott's Fruitsations	111	50	0	0	0	0	0
Minute Maid Apple Juice	175ml	80	0	0	0	0	0
<b>Total</b>		<b>440</b>	<b>12</b>	<b>.5</b>	<b>4.5</b>	<b>6</b>	<b>530</b>
<b>Percent of Calories</b>			<b>24.5%</b>	<b>-</b>	<b>9.2%</b>	<b>5.5%</b>	
<b>Percent of total fat</b>				<b>4.1%</b>			

#### **Ingredient Declarations:**

Hamburger:

Hamburger Bun:

ENRICHED WHEAT FLOUR, WATER, SUGAR, VEGETABLE OIL (SOYBEAN AND/OR CANOLA), YEAST, SALT, SODIUM STEAROYL-2-LACTYLATE, MONOGLYCERIDES, CALCIUM PROPIONATE, CALCIUM SULFATE, TOPPING: SESAME SEEDS

#### **Hamburger:**

100% GROUND BEEF

#### **Ketchup:**

Tomato paste (made from fresh ripe tomatoes), liquid sugar, white vinegar, salt, onion powder, spices

#### **Mustard:**

Vinegar, water, mustard seed, salt, turmeric, spices

<sup>17</sup> BK® restaurant locations in Famous Players Theatres, the University of Alberta & Office Towers do not offer all kids meal items which are to be featured in advertising as part of this commitment. These restaurants offer a limited menu selection.

**Pickles:**

CUCUMBERS, WATER, VINEGAR, SALT, 1/10 OF 1% SODIUM BENZOATE AS A PRESERVATIVE, ALUM, PROPYLENE GLYCOL, POLYSORBATE 80, NATURAL FLAVORS, YELLOW #5, TURMERIC OLEORESIN, BLUE #1, SOY LECITHIN.

**Mott’s Fruitsations Fruit with Calcium:**

Apples, water, Calcium from calcium lactate and calcium gluconate, Vitamin C from ascorbic acid

**Minute Maid Apple Juice:**

PURE APPLE JUICE NOT FROM CONCENTRATE

The proposed advertised Kids Meal #1 meets the requirements of the Burger King Restaurants of Canada, Inc. Nutrition Criteria:

- Approximately 440 calories
- Approximately 24.5% of total calories are derived from fat
- Approximately 9.2% total calories are derived from saturated fat
- Approximately 5.5% total calories are derived from added sugars
- Approximately 4.1% of total fat as trans

**KIDS MEAL #2: KRAFT DINNER Macaroni & Cheese, Mott’s Fruitsations Fruit with Calcium and MINUTE MAID APPLE JUICE**

Meal:	Serving Size (g)	Calories	Fat (g)	Trans fat (g)	Saturated Fat (g)	Added Sugar (g)	Sodium (mg)
KRAFT DINNER Mac & Cheese (4oz)	113	160	5	.1	1.5	0	330
Mott’s Fruitsations	111g	50	0	0	0	0	0
Minute Maid Apple Juice	175ml	80	0	0	0	0	0
<b>Total</b>		<b>290</b>	<b>5</b>	<b>.1</b>	<b>1.5</b>	<b>0</b>	<b>330</b>
<b>Percent of Calories</b>			<b>15.5%</b>	<b>-</b>	<b>4.65%</b>	<b>0.0%</b>	
<b>Percent of Total fat</b>				<b>2.0%</b>			

**KRAFT DINNER Macaroni and cheese:**

COOKED MACARONI (WATER, ENRICHED PASTA FROM WHEAT), CHEESE SAUCE [WATER, MODIFIED MILK INGREDIENTS, CANOLA OIL, CHEESE (MILK, BACTERIAL CULTURE, SALT, MICROBIAL ENZYMES), SALT, SODIUM PHOSPHATE, MODIFIED CORN STARCH, MONOGLYCERIDES, CITRIC ACID, XANTHAN GUM, COLOUR (CONTAINS TARTRAZINE), ARTIFICIAL FLAVOUR, LACTIC ACID]. (CONTAINS: WHEAT, MILK)

**Mott’s Fruitsations Fruit with Calcium:**

Apples, water, Calcium from calcium lactate and calcium gluconate, Vitamin C from ascorbic acid

**Minute Maid Apple Juice:**

PURE APPLE JUICE NOT FROM CONCENTRATE

The proposed advertised Kids Meal meets the requirements of the Burger King Restaurants of Canada, Inc. Nutrition Criteria:

- Approximately 290 calories
- Approximately 15.5% of the total calories are derived from fat
- Approximately 4.65% of the total calories are derived from saturated fat
- No added sugar
- Approximately 2.0% of total fat as trans

We will consult with Advertising Standards Canada about any additional Kids Meals we intend to advertise as part of this Commitment.